

Attorney's Docket No. 051681/315849

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

PATENT

RECEIVED

In re: Blum et al. Confirmation No.: 6633
 Appl No.: 10/759,167 U.S. Patent No.: 7,205,903
 Filed: January 20, 2004 Issued: April 17, 2007
 For: INTERACTIVE AND DYNAMIC ELECTRONIC FLOOR
 ADVERTISING/MESSAGING DISPLAY

JAN 18 2011

OFFICE OF PETITIONS

Commissioner for Patents
 P.O. Box 1450
 Alexandria, VA 22313-1450

**NOTIFICATION OF CHANGE OF SMALL ENTITY STATUS
 ESTABLISHED IN ERROR 37 C.F.R. § 1.28(c)(2)**

On January 20, 2004, Applicant(s), in good faith, claimed small entity status for the above-identified application. It has now been discovered that such status as a small entity was changed as of February 24, 2007, and small entity status is hereby withdrawn.

In accordance with 37 CFR § 1.28(c)(2)(ii), the itemization of deficient fees is:

Filing Date of Original Paper/Fee	Type of Fee Paid	Current Fee Amount as a Large Entity	Amount Originally Paid	Deficiency Owed
March 8, 2007	Issue Fee	\$1510	\$700	\$810
TOTAL DEFICIENCY				\$810

The Commissioner is hereby authorized to charge the Total Deficiency Due in the amount of \$810.00 in payment of the fees associated with this communication to Deposit Account No. 16-0605. The Commissioner is also hereby authorized to charge additional payments associated with this communication or credit any overpayment to Deposit Account No. 16-0605.

Respectfully submitted,



Christopher J. Gegg
 Registration No. 50,857

Customer No. 00826
ALSTON & BIRD LLP
 Bank of America Plaza
 101 South Tryon Street, Suite 4000
 Charlotte, NC 28280-4000
 Tel Charlotte Office (704) 444-1000
 Fax Charlotte Office (704) 444-1111

01/13/2011 DALLEN 00000017 160605 10759167

01 FC:1599 010.00 DA
 Adjustment date: 02/15/2011 CKHLOK
 01/13/2011 DALLEN 00000017 160605 10759167
 01 FC:1599 010.00 CR

ELECTRONICALLY FILED USING THE EFS-WEB ELECTRONIC FILING SYSTEM OF THE UNITED STATES PATENT & TRADEMARK OFFICE ON JANUARY 3, 2011.

02/15/2011 CKHLOK 00000006 160605 10759167

01 FC:1461 010.00 DA